

# USM - Towson University

## MISSION

Towson University fosters intellectual inquiry and critical thinking preparing graduates who will serve as effective, ethical leaders and engaged citizens. Through a foundation in the liberal arts, an emphasis on rigorous academic standards, and the creation of small learning environments, we are committed to providing a collaborative, interdisciplinary and inter-professional atmosphere, excellence in teaching, leadership development, civic engagement, and applied and sponsored research opportunities at the undergraduate and graduate levels. Our graduates leave Towson University with the vision, creativity and adaptability to craft solutions that enrich the culture, society, economy, and environment of Maryland, the region, and beyond.

## VISION

With nearly 23,000 students, Towson University, a regionally and nationally ranked large comprehensive university, will continue to foster intellectual inquiry and critical thinking preparing graduates who will serve as effective, ethical leaders and engaged citizens. Through a foundation in the liberal arts, an emphasis on rigorous academic standards, and the creation of small learning environments, we are committed to providing a collaborative, interdisciplinary and inter-professional atmosphere, excellence in teaching, leadership development, civic engagement, and applied and sponsored research opportunities at both the undergraduate and graduate levels. Our graduates will leave Towson University with the vision, creativity and adaptability to craft innovative, evidence-based solutions that enrich the culture, society, economy, and environment of Maryland, the region, and beyond.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

### Goal 1. Create and maintain a well-educated work force.

- Obj. 1.1** Increase the estimated number of TU graduates employed in Maryland to 3,540 or above by survey year 2020, from 3,413 in survey year 2017.
- Obj. 1.2** Increase the number of TU students receiving degrees or certificates in teacher training programs to 550 by fiscal year 2024, from 521 in fiscal year 2019.
- Obj. 1.3** Increase the number of TU students receiving degrees or certificates in STEM (science, technology, engineering, mathematics) programs to 1,050 by fiscal year 2024, from 993 in fiscal year 2019.

Performance Measures	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Total enrollment	22,284	22,343	22,705	22,923	22,709	21,917	21,673
Total degree recipients	5,432	5,584	5,543	5,529	5,558	5,525	5,500
Employment rate of graduates (triennial survey)	N/A	84.4%	N/A	N/A	83.2%	N/A	N/A
Estimated number of graduates employed in Maryland (triennial survey)	N/A	3,413	N/A	N/A	3,494	N/A	N/A
Number of students in teacher training programs	1,479	1,382	1,228	1,189	1,117	1,190	1,215
Number of students receiving degrees or certificates in teacher training programs	600	620	537	521	509	560	563
Percent of students who completed a degree or certificate in a teacher training program and passed Praxis II	98%	98%	98%	98%	98%	98%	98%
Number of undergraduate students enrolled in STEM programs	3,320	3,530	3,771	3,955	4,015	3,906	3,910
Number of graduate students enrolled in STEM programs	655	811	805	786	730	666	660
Number of students graduating from STEM programs	861	934	926	993	1,057	1,025	1,020

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**Obj. 1.4** Increase the number of degrees awarded in nursing to 292 by fiscal year 2024, from 279 in fiscal year 2019.

Performance Measures	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Number of qualified applicants who applied to nursing programs	334	461	450	373	361	429	400
Number accepted into nursing programs	213	325	276	270	262	280	280
Number of undergraduates enrolled in nursing programs	575	730	789	779	796	818	800
Number of graduate students enrolled in nursing programs	57	43	32	19	16	11	24
Number of students graduating from nursing programs	262	291	288	279	316	340	319
Percent of nursing program graduates passing the licensing examination	83%	87%	90%	90%	89%	88%	88%

## Goal 2. Promote economic development.

**Obj. 2.1** Maintain the ratio of median TU graduates' salary to the median annual salary of civilian work force with a bachelor's degree at 80 percent or above by survey year

Performance Measures	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Median salary of TU graduates employed full-time (triennial survey)	N/A	\$42,539	N/A	N/A	\$47,554	N/A	N/A
Ratio of median salary of TU graduates to civilian work force with bachelor's degree (triennial survey)	N/A	80.6%	N/A	N/A	80.4%	N/A	N/A

## Goal 3. Increase access for and success of minority, disadvantaged and veteran students.

**Obj. 3.1** Increase and maintain the percent of minority undergraduate students to 50 percent or above by fiscal year 2024, from 43 percent in fiscal year 2019.

**Obj. 3.2** Increase and maintain the percent of African-American undergraduate students to 27 percent or above by fiscal year 2024, from 23 percent in fiscal year 2019.

**Obj. 3.3** Maintain the ethnic minority undergraduate second-year retention rate at 87 percent or above through fiscal year 2024.

**Obj. 3.4** Maintain the African-American undergraduate second-year retention rate at 87 percent or above through fiscal year 2024.

Performance Measures	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Percent of minority undergraduate students enrolled	33.9%	36.7%	39.5%	42.7%	45.4%	47.9%	50.0%
Percent of African-American undergraduate students enrolled	17.6%	19.0%	20.8%	22.8%	24.4%	26.2%	27.0%
Second-year retention rate of minority students at TU (or another public university in Maryland)	89.4%	88.2%	90.0%	89.9%	89.3%	89.0%	89.0%
Second-year retention rate of African-American students at TU (or another public university in Maryland)	93.8%	89.7%	90.8%	91.8%	90.7%	90.0%	90.0%

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- Obj. 3.5** Maintain the ethnic minority undergraduate graduation rate at 75 percent or above by fiscal year 2024.
- Obj. 3.6** Maintain the African-American undergraduate graduation rate at 75 percent or above by fiscal year 2024.
- Obj. 3.7** Maintain the number of enrolled first-generation undergraduate students at 3,200 or above by fiscal year 2024, compared with 3,344 in fiscal year 2019.
- Obj. 3.8** Increase the number of enrolled low-income undergraduate students to 3,700 or above by fiscal year 2024, from 3,681 in fiscal year 2019.
- Obj. 3.9** Increase the number of incoming undergraduate veterans and service members to 76 by fiscal year 2024, from 66 in fiscal year 2019.

Performance Measures	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Six-year graduation rate of minority students from TU (or another public university in Maryland)	72.9%	72.3%	75.8%	77.8%	75.4%	75.0%	75.0%
Six-year graduation rate of African-American students from TU (or another public university in Maryland)	69.6%	69.0%	76.4%	79.4%	74.9%	76.0%	76.0%
First-generation undergraduate students enrolled	3,332	3,183	3,282	3,344	3,173	3,010	3,000
Six-year graduation rate from TU of first-generation students	66.2%	67.2%	68.0%	70.1%	66.7%	70.4%	69.0%
Low-income undergraduate students enrolled	3,120	3,205	3,576	3,681	3,677	3,534	3,500
Six-year graduation rate from TU of low-income students	62.8%	61.9%	63.9%	67.4%	64.6%	69.8%	67.0%
Number of incoming undergraduate veterans and service members	60	68	99	66	72	60	75
Second-year retention rate at TU of veterans and service members	81.7%	75.0%	71.7%	75.8%	70.8%	72.0%	72.0%

**Goal 4. Achieve and sustain national eminence in providing quality education, research and public service.**

- Obj. 4.1** Maintain the second-year retention rate of TU undergraduates at 87 percent or above through fiscal year 2024.
- Obj. 4.2** Maintain the six-year graduation rate of TU undergraduates at 75 percent or above through fiscal year 2024.
- Obj. 4.3** Maintain the level of student satisfaction with education received for employment at or above 90 percent through survey year 2020, from 87 percent in survey year 2017.
- Obj. 4.4** Maintain the level of student satisfaction with education received for graduate/professional school at or above 98 percent through Survey Year 2020, from 95 percent in survey year 2017.

Performance Measures	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Second-year retention rate of students at TU (or another public university in Maryland)	87.4%	87.3%	86.8%	86.8%	87.7%	86.0%	87.0%
Six-year graduation rate of students from TU (or another public university in Maryland)	74.8%	74.2%	75.9%	77.2%	75.0%	76.0%	76.0%
Percent of students satisfied with education received for employment (triennial survey)	N/A	86.7%	N/A	N/A	80.8%	N/A	N/A
Percent of students satisfied with education received for graduate/professional school (triennial survey)	N/A	95.3%	N/A	N/A	94.3%	N/A	N/A

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**Goal 5. Maximize the efficient and effective use of State resources.**

**Obj. 5.1** Maintain or increase expenditures on facility renewal at 2 percent by fiscal year 2024, from 2 percent in fiscal year 2019.

**Obj. 5.2** Increase the number of full-time equivalent students enrolled in TU courses delivered off campus or through distance education to 2,500 or above by fiscal year 2024, from 1,830 in fiscal year 2019.

<b>Performance Measures</b>	<b>2016 Act.</b>	<b>2017 Act.</b>	<b>2018 Act.</b>	<b>2019 Act.</b>	<b>2020 Act.</b>	<b>2021 Est.</b>	<b>2022 Est.</b>
Percent of replacement cost expended in facility renewal and renovation	2.69%	2.65%	2.10%	2.18%	1.71%	2.14%	2.02%
Full-time equivalent students enrolled in distance education and off campus courses	1,568	1,542	1,641	1,830	2,105	18,109	2,300